The City of Minneapolis
2012 Digital Equity Program – Pilot
Financial Stabilization and Employment Placement Assistance with Technology Access

Program Description
As part of the City of Minneapolis efforts to address employment disparities and the digital divide, the Civil Rights, Information Technology and Community Planning and Economic Development departments are teaming up with Build Wealth Minnesota, DEED, the University of Minnesota, PCs for People and USI Wireless to package computers, Internet access and training for families in Build Wealth Minnesota's Family Stabilization Plan.

Impact by Integration
The program uniquely integrates employment resources, financial skill-building and use of technology to improve quality of life.

- While 82% of City households overall have computers with Internet access, only 57% of Phillips and 65% of Near North residents have access at home. 25% of African Americans reported they don't have Internet access at home.
- Job postings, applications and employment resources have moved online. Employers need well-trained workers and jobs are requiring increasing levels of computer skills.
- The unemployment gap in Minneapolis is the worst in the country.

Build Wealth Minnesota's mission is to "Strengthen Underserved Communities by Empowering Families to Build Sustainable Social and Economic Wealth" and focuses on helping to change the mindset of communities facing challenges caused by current economic conditions and other factors that fuel poverty in our neighborhoods. Build Wealth provides counseling and support to families to help them reach their financial and employment goals.
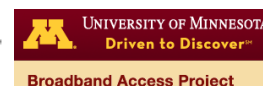
Pilot Program Components
Build Wealth Minnesota
    10 Families
- Live in Minneapolis
- Unemployed / underemployed
- Actively / aggressively seeking employment
- Don't have computer/Internet at home
- Live in a residence capable to connect with USIW Internet service (not above 3rd story).

    Build Wealth Counselors
- Personal connection, coaching and support

- Family goals and 6 month action plans
- Track progress and outcomes

Credit Builder Scholarship
- $60 Financial commitment from families / Build Wealth

Computers from PCs for People
- Hardware: Computer, monitor, keyboard, mouse
- Software: Windows 7, OpenOffice, anti-virus and anti-malware (MS Security Essentials, Malware-bytes and CCleaner)
- 90 day warranty
- Technical support: up to 2 years free telephone support, $25 repairs (St. Paul location)

Internet service using Wireless Minneapolis / USIW
- 12 months Internet service via USIW Trial Account Vouchers (up to 1Mbps download speed)
- Home service set up:
  o On-Site Service Installation
  o USIW Wireless Modem

Training
- Digital literacy skills
  o Provided in coordination with University of Minnesota Broadband Access Project
- Employment skills / tools
  o DEED / Positively Minnesota online employment placement tools
  o Participate in job placement program which includes job search tips, resume building, using social media in job search, etc.

Program Budget

Technology set up costs:

	Each
PCs from PCs for People	50.00
USIW Onsite Installation	34.95
USIW Modem	79.95
Package per family	$ 164.90
For 10 families	$ 1,649.00

Other considerations:

Printers
Ink
Mouse pads
Paper
Flash drives

Funding Plan
- Original estimate $1600.00
- CPED - $1000.00
- Build Wealth (credit/restoration program for trade line) - $600.00
- USIW will donate modems if the older models will work in the families' homes.

- Build Wealth will be the central point for billing/payments.

Success Measures
Employment goals:
- If unemployed, were you able to get a job, and if so, did having a computer at home help you get a job?
- Did the program help you find a better job?
- Did the program help you do better at your current job?

Financial literacy goals:
- Did the program help you manage your income (personal finances, succeed in Build Wealth program goals)?

Digital literacy and Internet access goals:
- Did the program increase your computer / digital literacy skills? (proposing Pre-post using Northstar Digital Literacy Standards)
- How will you apply the technology and skills toward your goals?
- Are you able to maintain Internet service at home after the 12 months of USIW service?

Launch
Target: August 9, 2012

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